

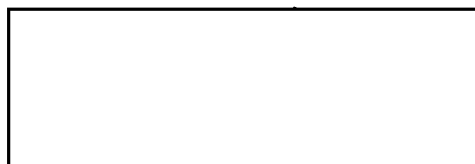
*Minutes/Agenda*

Approved For Release 2002/06/19 : CIA-RDP87-01130R000100030019-7

### FINE ARTS COMMISSION MEETING

There will be a meeting of the Fine Arts Commission on Thursday, 17 November, 2:00 - 3:00, room 7E32. The main agenda item will be the set up of permanent exhibits in the Headquarters building (see attachment).

A formal agenda and minutes of the last FAC meeting will be distributed to Commission members shortly before Thursday's meeting.



Fine Arts Commission

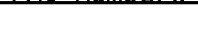
STATINTL

Attachment:

Memo from D/Log to C/FAC, Sub:  
Set Up of Permanent Exhibits

Distribution:

FAC Members

 OL/LSD

Director, Logistics

Assistant to the Director

for Public Affairs

Mr. Young, GSA Bldg. Mgr.

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31 OCT 1977

MEMORANDUM FOR: Chairman, Fine Arts Commission

FROM: James H. McDonald  
Director of Logistics

SUBJECT: Set Up of Permanent Exhibits

REFERENCES: (a) Memo dtd 17 Oct 77 to DCI fm  
Asst/DCI/PA, subject: Recommendations for Future of CIA  
Tours (OL 7 4807)

(b) Memo dtd 26 Oct 77 to Asst/DCI/PA  
fm A-DDA, subject: Recommendations  
for Future of CIA Tours (OL 7 4899)

John:

1. The DCI, by referent (a) attached, approved the setting up on a permanent basis those exhibits which were recently displayed at a series of Agency Open-House Days. It was recommended that those exhibits selected for continuing display be in non-disruptive locations including the tunnel.

2. The Acting DDA has asked that the Fine Arts Commission include the above project on its agenda for discussion and recommendations at its next meeting. I and members of my staff would like to attend and will be willing to answer any questions the FAC may have. I would also suggest that Mr. Hetu, Assistant to the Director (Public Affairs), be invited.

STATINTL

  
James H. McDonald

Atts:  
Refs

cc: A-DDA

77-4807  
DD/A Registry  
77-5467

17 October 1977

MEMORANDUM FOR: Director of Central Intelligence

THROUGH: Acting Deputy Director of  
Central Intelligence

FROM: Herbert E. Hetu  
Assistant to the Director  
(Public Affairs)

SUBJECT: Recommendations for Future of  
CIA Tours

1. On Friday, 14 October, Agency staff members who have been working on the CIA tours since the idea first surfaced met again to discuss results of our family and N.O.W. tours and to formulate a recommendation for the future of the program. As you know, we have had eight family tours accommodating over 3,500 people, and one for about 200 N.O.W.'s. Attached for your information are summaries of the questionnaires received from these two groups.

2. The unanimous recommendations of our working group, in which I fully concur and urge your approval, are:

a. That there be no formal tours per se on a regular advertized basis.

b. That we do permit controlled visits on a case by case basis, similar to the N.O.W. tour, Sigma Delta Chi and Young Presidents Organization visits.

c. That the most popular exhibits be set up on a permanent basis to enhance such group visits. These would be in non-disruptive locations on the visit route (i.e., cartography and NPIC exhibits to be flat-wall mounted in the tunnel, etc.).

d. That such visits be scheduled only in evening hours or on weekends to minimize disruption and security problems.

e. That we work with established organizations/institutions to provide such visits in an orderly, long-leadtime basis. Lists of visitors to be supplied by the sponsoring organizations, i.e., there would be no wholesale distribution of tickets.

f. That tours, per se, or visits not be widely publicized, i.e., the visits would be a liberalized and expanded version of what we do now, enhanced by the permanently placed displays and an improved version of the multi-media show on intelligence history in the bubble.

g. That a 28 minute motion picture be professionally produced as an interesting and entertaining explanation of intelligence and the Intelligence Community for showing to groups visiting the Agency and for use outside the Agency in response to requests.

3. Future visits and production of the motion picture would be coordinated by my office in close cooperation with DDA.

**SIGNED**

Herbert E. Retu

Attachment

APPROVED: /s/ Stansfield Turner  
Director of Central Intelligence

19 OCT 1977

Date

DISAPPROVED: \_\_\_\_\_  
Director of Central Intelligence

Date

cc A/DDCI  
A/DDA  
D/Security  
D/Logistics  
OLC

A/DDCI/PAO/HEH/kgf/17 October 1977

Distribution:

Orig - Addressee w/att (to be returned to A/DDCI/PAO)

1 - A/DDCI w/att 1 - D/Security w/att 1 - A/DDCI/PAO (holdback)  
1 - ER w/att 1 - D/Logistics w/att

FAMILY DAY TOUR QUESTIONNAIRE

399 questionnaires received:

Employees: Male - 127, Female - 57

Dependents: Male - 76, Female - 139

Most Popular Exhibits:

#14 - Evolution of Aerial Photographs (369)

#15 - U-2 Gear and Camera (366)

#13 - Advanced Clandestine Technology/Soap and Camera (325)

#12 - Maps/Tools for Intelligence (206)

#18 - Security for Intelligence (144)

#16 - Cuban Missile Photos (119)

Weaknesses of Tours (in order of number of complaints)

1. Organization and "Flow of Tour": Too many "bottleneck" areas and one way traffic patterns. Tour should be divided into smaller groups with individual guides. Spacing of exhibits was poor in some areas, resulting in overcrowding and poor audio presentation.

2. Poor Tour Guides: Many visitors did not notice guides, others felt guides were passive and did little guiding. Some visitors expressed a desire to talk with the guides for a more personal contact with the Agency. Others felt that the guides who gave speeches spoke too softly.

3. Pace of Tour: Some visitors believed the tour pace was too slow while others felt rushed. Majority consensus was that the tour group was too large and that there were too many bottlenecks.

4. Exhibits Too Congested: Many visitors suggested smaller groups and better spacing of exhibits.

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5. Use of Tickets for the Tour: Most comments revolved around the question of why the tickets were issued since they were not collected. Some felt this was a good control mechanism.
6. Pre-school children should not be permitted on tour: Several visitors felt that a great deal of noise was created by young children. Many mentioned this distraction during the DCI's opening address.
7. Lack of Handouts Distributed: Some visitors believed there was an "obvious" lack of handouts. The majority of suggestions concerning this topic were centered around handouts in the form of pictures of exhibits and handouts which would be a product of various exhibits, i.e., aerial photographs and copies of maps.
8. Security should be less visible: Some visitors felt they were being monitored while others simply stated that they were aware of security. Few individuals indicated that they favored reducing security; however, many people stated that they believed security should be increased if the tours were opened to the general public.
9. Library Exhibit: Unanimous consent that the tour should either include a "walk-through" or that the library exhibit should be eliminated.
10. Access to Agency Grounds: Some visitors felt a need for signs at Gate #1 which would provide directions to parking areas.
11. Low Information Content of Exhibits: Visitors felt that most exhibits had sufficient information content; however, the content of a few exhibits were restricted by their poor audio presentations which were hard to understand because of low volume and distortion.
12. Multi-media show: Many felt the show was too hurried and that the audio portion was of poor quality.
13. Opening address by Admiral Turner: The DCI's address was very favorably received. There were many laudatory comments. Some visitors would liked to have heard more about current issues and less on past history. NOTE: The film of DCI used at last two tour sessions received very bad reviews--mostly about it being out of sync.

Would the Public Enjoy the Tour?

Yes: 263  
No: 72  
?: 64

NAVY OFFICER'S WIVES TOUR

8 October 1977

A total of 109 tour questionnaires were returned and tabulated. The results are listed below.

MOST POPULAR EXHIBITS:

- |  |       |
|--|-------|
| 1. Evolution of Aerial Photographic Intelligence | - 149 |
| 2. Advances in Clandestine Technologies          | - 110 |
| 3. Language Learning Center                      | - 54  |
| 4. U-2 Gear and Camera                           | - 49  |
| 5. Security for Intelligence                     | - 42  |
| 6. Maps - Tools for Intelligence                 | - 39  |
| 7. Cuban Missile Photos                          | - 35  |
| 8. Movie   | - 29  |
| 9. Intelligence Cycle                            | - 27  |

WEAKNESSES OF THE TOUR (in order of number of complaints):

1. Many felt that the tour should be conducted in smaller groups with guides. This would prevent over-crowding at exhibits, alleviate extraneous noises, and improve the ability for visitors to hear the exhibit presentations.
2. Seven individuals complained about the poor sound quality at the Language Learning Center exhibit.
3. Four visitors commented that more handouts should have been distributed.
4. Three visitors felt that the Agency needed more exhibits and that the information available at each of the exhibits should be increased.

Page Two

Navy Officer's Wives Tour

8 October 1977

5. The presentation in the Auditorium received many laudatory comments, especially the presentation made by Admiral Turner, DCI. Some of the visitors felt that the multi-media show moved too fast.

WOULD THE PUBLIC ENJOY THE TOUR?

Yes - 69

No - 13

Unk - 27

Attached are 12 questionnaires which represent a cross section of varying ideas and opinions which offer constructive criticism and comments.

Security Duty Office



DDA 77-5710

26 October 1977

MEMORANDUM FOR: Assistant to the Director (Public Affairs)

FROM: Michael J. Malanick  
Acting Deputy Director for Administration

SUBJECT: Recommendations for Future of CIA Tours

REFERENCE: Memo for DCI from Asst/DCI/PA, dated  
17 October 1977, Same Subject

Herb:

As I read the attached memo, which the DCI has approved, we need to:

a. Send out some sort of notification about how tours will be handled in the future. An item in "Notes from the Director" should suffice and, [redacted] could use this to notify the appropriate Congressional offices of what our policy is. I have asked [redacted] to prepare such a note.

b. Obtain a decision as to which exhibits will be set up on a permanent basis in this building. I will ask Logistics to include this as an agenda item for the Fine Arts Commission, citing the DCI's approval of your proposal.

c. Produce a film. The Office of Training will be tasked with this responsibility, and they will work closely with you.

STATINTL

[redacted]  
Michael J. Malanick

Attachment

cc: AI/DDA  
D/OL  
D/OTR